

**Asia Pacific Fundraisers' Network**  
**RED CROSS BAZAAR CAMPAIGN VISIT**  
**March 2-3, 2013 Bangkok, Thailand**

**INITIAL UPDATE**

**APFN launches peer-to-peer support program in Thailand**

The APFN, in partnership with Thai Red Cross Society, recently launched its peer-to-peer support program by organizing an event study visit during the 46th Diplomatic Red Cross Bazaar on March 2-3, 2013 in Bangkok, Thailand.

**NS Practitioners and Expectations**



Two of our NS practitioners, **Mr. Chris Tan, Head of Fundraising of the Singapore Red Cross Society** and **Mr. Tun Nanda, Income Generation Officer of Myanmar Red Cross Society** were selected to avail of this study visit.

Mr. Tan shared prior that he looked forward to having this fundraising bazaar as a benchmark or an alternate approach to the Singapore Red Cross International Bazaar (SRCIB) as he aimed at improving the current SRCIB strategies. By having a hands-on experience, he also looked forward in turning the SRCIB from an “old rising star” to a “signature cash cow” in their resource mobilization efforts just like Thai Red Cross bazaar.

Mr. Nanda, on the other hand, shared that he wanted to learn a new perspective as they are doing similar fundraising strategy in the branch level. He also looked forward to exploring the possible collaborations with Thai Red Cross Society as his NS has a strong positive relationship with the Thai Embassy in Myanmar.



**Inspiring and fruitful learning experience**

The NS practitioners gained hands-on training experience and found the study visit very relevant and inspiring. They look forward to replicate this fundraising strategy of Thai RC which raises more than US\$D500,000.00 annually.

Both of them worked on site with Thai Red Cross Society for two days by selling raffle and souvenir items. They also took the opportunity to do networking with over 50 embassies and more than 30,000 visitors who participated in the bazaar. The Thai Red Cross Society also facilitated



a meeting with the organizer to orient the practitioners on the key steps in organizing a big fundraising event.

## Collaboration with the host National Society

The Thai Red Cross Society expressed its full support to the practitioners in their implementation of the bazaar upon their return to their respective National Societies. Everyone will continue keeping in touch and sharing relevant information for the success of replicating the said fundraising bazaar strategy.



## Professional development of NS fundraisers through Peer-to-Peer Support

Professional development of NS fundraisers in the Asia Pacific is one of the main goals of the APFN as stated in its vision and mission. In this regard, APFN supports its NS members through peer-to-peer support programs, among other initiatives.

### APFN vision in Peer-to-Peer Support

The APFN recognizes that there are many successful and inspiring Resource Mobilization strategies implemented by Asia Pacific NSs that other NS members can learn from. The APFN coordinates and facilitates this learning visit and support them financially and technically.

It provides APFN an opportunity to mobilize its member NSs and NSs in other parts of the world that have diverse experience and learning in resource mobilization, and to support other National Societies that have a need in learning about different fundraising methods and techniques. This can be done at different levels, strategic level to develop a fundraising strategy of NS or how to involve leadership, but also on a practical level, how to set up a campaign or a database, for example. Event/Campaign Visit is one of the peer to peer support models.

There are mutual benefits in peer-to-peer support. While the recipient NS will acquire relevant learning and an opportunity to explore new and alternative Resource Mobilization strategies in its own context, it also provides the host NS an opportunity to refresh their perspective and to further support the personal development of their staff through shared learning. Peer-to-peer support often continues as a long-term relationship between the NSs and further facilitates networking and as such, provides a platform for other forms of collaboration among the NSs in Asia Pacific.

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